Amendments to the Claims:

1. (currently amended) A gift certificate service system for managing sales, gifting, and usage of electronic gift certificates according to a request by a user's communication terminal through a wired/wireless network, wireless network, or both, comprising:

a gift certificate service server for managing purchase, gifting, and usage operations on the electronic gift certificates from the communication terminal;

a gift certificate database, accessed by [[to]] the gift certificate service server, for storing electronic gift certificate information, and processing a reply to an inquiry of electronic gift certificate usage from the gift certificate service server; and

a network server, accessed by [[to]] the gift certificate service server and accessed by [[to]] the user's communication terminal through the wired/wireless network, wireless network, or both, for performing a client interface function with [[on]] the purchase, gifting, and usage of [[on]] the electronic gift certificates, and transmitting the user's gift certificate purchase particulars and gift certificate information for usage of the corresponding gift certificate to the communication terminal.

2. (original) The system of claim 1, wherein the gift certificate service server comprises:

means for receiving a user's purchase request from the communication terminal;

means for checking a settlement state of the electronic gift certificate bought by the user,

means for settling the electronic gift certificate bought by the user, and issuing the bought electronic gift certificate to the user, when the user requests settlement;

means for storing the issued gift certificate information in the gift certificate database; and

means for notifying the user of the gift certificate purchase particulars in a message format.

3. (currently amended) The system of claim 1, wherein the gift certificate service server comprises:

means for receiving a user's gifting request from the communication terminal;

means for inquiring an existence state of the gift certificate possessed by the user of the gift certificate database, and determining the existence state;

means for receiving information on the gift certificate to be gifted and a transferee when the user's gift certificate is found;

means for transmitting the gift certificate selected by the user to the transferee;

means for updating the users gift certificate information, storing the updated information in the gift certificate database together with the transferee's gift certificate information; and

means for notifying the user of the gift certificate gifting information in a [[the]] message format.

4. (currently amended) The system of claim 1, comprising:

means for receiving [[the]] a user's usage request from the communication terminal;

means for inquiring the gift certificate database of an existence state of the gift certificate possessed by the user, and determining the existence state;

means for settling the price with the gift certificate and determining whether the settlement is possible;

means for allowing processing of the usage of the gift certificate to process the settlement on the price information when the settlement is possible based on the usage of the gift certificate;

means for settling the user's gift certificate information, updating the settlement information, and storing the updated information in the gift certificate database; and

means for notifying the user of the gift certificate usage information in a [[the]] message format.

5. (currently amended) An electronic gift certificate circulating method for a gift certificate service system including a gift certificate database and a gift certificate service server to manage sales of the electronic gift certificates according to requests by a communication terminal through wired networks, [[and]] wireless networks, or both, comprising:

(a)   receiving a user's purchase request from the communication terminal;

(b)   checking a settlement state of the electronic gift certificate ~~bought by the user~~;

(c)   settling the electronic gift certificate ~~bought by the user~~, and issuing the ~~bought~~ electronic gift certificate to the user, when the user requests settlement;

(d) `   storing the issued gift certificate information in the gift certificate database; and

(e)   notifying the user of the gift certificate purchase particulars and gift certificate information for usage of the corresponding gift certificate in a message format.

6. (original) The method of claim 5, further comprising: checking the user's membership authentication state.

7. (original) The method of claim 5, wherein in (a), the purchase request includes information on a category of the gift certificates desired by the user[[,]] and a price~~, and a number of sheets~~.

8. (original) The method of claim 5, wherein in (c), the settlement price of the bought electronic gift certificate is summed with the users communication terminal usage fee, and the summed price and fee are then settled.

9. (currently amended) The method of claim 5, wherein in (e), the message format includes [[the]] a SMS (short message service) format or ~~and the~~ a MMS (multimedia message service) format.

10. (currently amended) An electronic gift certificate circulating method for a gift certificate service system including a gift certificate database and a gift certificate service server to manage gifting of the electronic gift certificates according to requests by a communication terminal through wired networks, [[and]] wireless networks, or both, comprising:

(a)   receiving a users gifting request from the communication terminal;

(b)   inquiring an existence state of the gift certificate possessed by the user of the gift certificate database, and determining the existence state;

(c)   receiving information on the gift certificate to be gifted and a

transferee when the user's gift certificate is found;

(d)   transmitting the gift certificate selected by the user to the transferee;

(e)   updating the user's gift certificate information, storing the updated information in

the gift certificate database together with the transferee's gift certificate information; and

(f)   notifying the user of the gift certificate gifting information in ~~the~~ a message

format.

11. (original) The method of claim 10, further comprising: checking the user's

membership authentication state between (a) and (b), and

further comprising: performing a gift certificate buying process when the user has no gift

certificate in (b).

12. (original) The method of claim 10, further comprising: determining whether an

additional gift to be transmitted together with the gift certificate is provided, and receiving

corresponding information when the additional gift is found according to the determination, after

(c), and

transmitting the gift certificate and the additional gift to the transferee in (d).

13. (original) The method of claim 12, wherein the additional gift includes a bell sound,

a theme card, background music, and a character.

14. (currently amended) The method of claim 10, wherein in (f), the message format

includes [[the]] a SMS (short message service) format or ~~and the~~ a MMS (multimedia message

service) format.

15. (currently amended) An electronic gift certificate circulating method for a gift

certificate service system including a gift certificate database and a gift certificate service server

to manage usage of the electronic gift certificates according to requests by a communication

terminal through wired and wireless networks, comprising:

    (a)   receiving the user's usage request from the communication terminal;

    (b)   inquiring the gift certificate database of an existence state of the gift certificate possessed by the user, and determining the existence state;

    (c)   settling the price with the gift certificate and determining whether the settlement is possible;

    (d) .   allowing <u>processing of</u> ~~the usage of the gift certificate to process~~ the settlement on the price information when the settlement is possible <u>based on the usage of the gift certificate</u>;

    (e)   settling the user's gift certificate information, updating the settlement information, and storing the updated information in the gift certificate database; and

    (f)   notifying the user of the gift certificate usage information in ~~the~~ <u>a</u> message format.

16. (original) The method of claim 15, further comprising; checking the user's membership authentication state between (a) and (b), and

    further comprising: performing a gift certificate buying process when the user has no gift certificate in (b).

17. (currently amended) The method of claim 15, wherein in (f), the message format includes [[the]] <u>a</u> SMS (short message service) format <u>or</u> ~~and the~~ <u>a</u> MMS (multimedia message service) format.

18. (original) The method of claim 15, wherein in (a), the usage request is transmitted from the user's mobile communication terminal.

19. (original) The method of claim 18, wherein the mobile communication terminal has a credit card function therein.

20. (original) The method of claim 15, wherein in (a), the usage request is transmitted from a chain store's card terminal according to a card usage by the user.

21. (original) The method of claim 20, wherein the user's card is a membership card for membership authentication by service providers including a communication service provider and a distribution company.

22. (original) The method of claim 20, wherein the user's card is a brand card.

23. (currently amended) The method of claim 15, wherein in (a), the usage request is transmitted from an online [[shop]] shopping mall, when the user buys a desired product at the online shop including an online shopping mall and requires an online settlement using the gift certificate, wherein the online shopping mall includes at least one online shop.